

Claims:

What is claimed is:

- 5 1. A method of transferring data elements of a data structure to a receiving unit in a broadcast video system comprising:
 - 10 broadcasting enhancement computer program code to a plurality of receiving units including said receiving unit wherein said code defines a data structure within a memory of said receiving units, provides a menu having a plurality of enhancement selections, associates an identifier with at least one enhancement selection of said plurality of enhancement selections, and enables said receiving unit to acquire data using said identifier;
 - accessing a plurality of data elements such that at least one data element corresponds to said at least one enhancement selection;
 - 15 associating said identifier with said at least one data element;
 - broadcasting said at least one data element and said identifier to said plurality of receiving units including said receiving unit;
 - accessing a second data element corresponding to said at least one enhancement;
 - 20 associating said identifier with said second data element; and
 - broadcasting said second data element and said identifier to said plurality of receiving units including said receiving unit.
- 25 2. The method of claim 1 further comprising:
 - accessing a third data element the corresponds to another enhancement selection of said plurality of enhancement selections;
 - associating another identifier with said third data element; and
 - broadcasting said third data element and said identifier to said plurality of receiving units including said receiving unit.

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3. The method of claim 1 wherein said second data element replaces said first data element in said data structure in said receiver.
4. The method of claim 1 further comprising:
 - 5 broadcasting computer program code associated with said at least one enhancement selection to said plurality of receiving units including said receiving unit that detects and acquires data associated with said identifier and that stores said data in a memory of said receiving unit.
- 10 5. The method of claim 1 further comprising:
 - associating a link with said at least one data element wherein said link is activated if the display of said at least one data element is selected by a user.
6. The method of claim 1 further comprising:
 - 15 associating executable program code with said at least one data element wherein said code is executed if the display of said at least one data element is selected by a user.
7. The method of claim 1 further comprising:
 - 20 receiving a request from said receiving unit for said one enhancement selection of said plurality of enhancement selections.
8. The method of claim 7 further comprising:
 - 25 transmitting computer program code associated with said at least one enhancement selection to said receiving unit that detects and acquires data associated with said identifier and that stores said data in a memory of said receiving unit.
9. The method of claim 7 further comprising:
 - 30 associating a link with said at least one data element wherein said link is activated if the display of said at least one data element is selected by a user.

10. The method of claim 7 further comprising:

5 associating executable program code with said at least one data element wherein said code is executed if the display of said at least one data element is selected by a user.

11. The method of claim 7 further comprising:

10 accessing a first data element that corresponds to said at least one enhancement selection;
transmitting said first data element to said receiver.

12. The method of claim 11 wherein said step of transmitting further comprises:

15 transmitting said first data element addressed to said receiving unit prior to broadcasting said least one data element and said identifier to said plurality of receiving units including said receiving unit.

13. A method of replicating a portion of a data structure stored in an upstream device of a broadcast system in a receiving unit of said broadcast system and displaying an element of said data structure at said receiving unit comprising:

20 receiving a broadcast at said receiving unit that includes enhancement computer program code that defines at least one data structure and that provides a menu having a plurality of different enhancement selections and that associates an identifier with at least one enhancement selection of said plurality of different enhancement selections and that enables said receiving unit to acquire data
25 associated with said identifier;

receiving a user input selecting said at least one enhancement selection from said menu;

monitoring a broadcast for said identifier;
acquiring a data element associated with said identifier;

30 storing said data element in said data structure in a memory of said receiving unit; and

displaying said data element.

14. The method of claim 13 further comprising:

5 monitoring said broadcast for said identifier;
 acquiring enhancement processing program code associated with said
 identifier; and
 displaying said data element in accordance with said enhancement
 processing program code.

10 15. The method of claim 13 further comprising:

 receiving a user input selecting the display of said data element; and
 activating a link associated with said data element if said link exists.

16. The method of claim 13 further comprising:

15 receiving a user input selecting the display of said data element; and
 executing computer program code associated with said data element if said
 code exists.

17. The method of claim 13 further comprising:

20 receiving a user input selecting the display of said data element; and
 acquiring and processing data using a second identifier associated with
 said data element if said second identifier exists.

18. The method of claim 13 further comprising:

25 issuing a request to an upstream device for said at least one enhancement
 selection.

19. The method of claim 18 further comprising:

30 receiving a transmission at said receiving unit that contains a first data
 element; and
 storing said first data element in said data structure.

20. The method of claim 18 further comprising:

receiving a user input selecting the display of said data element; and
activating a link associated with said data element if said link exists.

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21. The method of claim 18 further comprising:

receiving a user input selecting the display of said data element; and
executing computer program code associated with said data element if said
code exists.

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22. The method of claim 18 further comprising:

receiving a user input selecting the display of said data element; and
acquiring and processing data using a second identifier associated with
said data element if said second identifier exists.

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23. The method of claim 13 wherein said data element further comprises:

an indicator that no additional data elements associated with said request
remain to be broadcast.

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24. A receiving unit that replicates a portion of a broadcast data structure comprising:

a CPU;

a memory;

video hardware that produces an on-screen display of enhancement data
elements; and

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computer program code stored in said memory that defines a data structure
and an enhancement menu having at least one enhancement selection associated
with an identifier and that monitors a broadcast for said identifier and acquires
and stores a data element associated with said identifier in said data structure, and
displays said data element, if a user selects said at least one enhancement
selection.

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25. The method of claim 24 wherein said computer program code further comprises:
code that issue a request to an upstream device for enhancement data
associated with said at least one enhancement selection in response to a user input
selecting said at least one enhancement selection.

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26. The system of claim 25 further comprising:
program code that receives a transmitted data element and that stores said
transmitted data element in said data structure in said memory.

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27. A method of replicating a portion of an upstream device data structure in a
receiving unit comprising:

determining enhancement content to be provided;
creating an enhancement broadcast schedule;
creating an enhancement menu having a plurality of enhancement

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selections;
associating an identifier with at least one enhancement selection of said
plurality of enhancement selections;

broadcasting said enhancement menu to a plurality of receivers;
accessing a plurality of data elements for said enhancement menu

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selections;
associating said identifier with at least one data element of said plurality of
data elements; and

broadcasting said at least one data element and said identifier to a plurality
of receiving units including said receiving unit.

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28. The method of claim 25 further comprising:

receiving a request from said receiving unit for said at least one
enhancement selection.

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29. The method of claim 26 further comprising:

accessing a first data element associated with said at least one enhancement selection; and
transmitting said first data element to said receiving unit.

- 5 30. The method of claim 27 further comprising:
 creating a transmission schedule including said first data element.

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